



WPXI
4145 Evergreen Road
Pittsburgh, PA 15214

Waterfront Strategies
1010 Wisconsin Avenue
Washington, DC 20007

Contract # 324256

Schedule Dates 09/05/12-09/17/12
Advertiser SEIU - Service Employees International Union (431)
Agency Waterfront Strategies (2541)
Product Political - Issue (1068)
Brand ISS/SEIU (133786)
Salesperson Telerep/Washington DC, Washington DC (1040)
Sales Office Telerep/Washington DC
Buyer Name NAGELBERG, DAN
Phone/Fax /
CPE 112/119/1438
Account Types National/Political
Billing Type Standard
Comments SEIU 09/04
***** THIS IS A CASH IN ADVANCE SCHEDULE *****

Date Entered 07/26/12
Last Modified 09/07/12
Entered By Jennifer Stewart
CO-OP Yes
Headline # 06247909
Demo
Order Type Normal
Package Deal
Commission % 15.00
Commission \$6,097.50
Net Total \$34,552.50
Sales Tax

Pittsburgh (WPXI)
By Broadcast Month Spots Rate
Sep. 2012 37 \$40,650.00
Grand Total: 37 \$40,650.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / Spot	09/05/12-09/07/12	4	:30	10A- Ellen	2			X	X	X			2	\$350.00	\$700.00	Pittsburgh (WPXI)	ELLEN/1	8/28/12
2.0	Normal Line / Spot	09/06/12-09/07/12	4	:30	10:59P- CHANNEL 11 NEWS AT 11P					1	1			2	\$2,000.00	\$4,000.00	Pittsburgh (WPXI)	LATE NEWS/2	7/26/12
3.0	Normal Line / Spot	09/05/12-09/07/12	4	:30	11:59A- Channel 11 News At Noon	1			X	X	X			1	\$375.00	\$375.00	Pittsburgh (WPXI)	NOON NEWS/3	8/28/12
4.0	Normal Line / Spot	09/05/12-09/07/12	4	:30	5:30P- 6P (EST)	1			X	X	X			1	\$800.00	\$800.00	Pittsburgh (WPXI)	NEWS 530-6P/4	8/28/12
5.0	Normal Line / Spot	09/05/12-09/07/12	4	:30	5:58P- Channel 11 News At 6pm M-F	3			X	X	X			3	\$1,000.00	\$3,000.00	Pittsburgh (WPXI)	NEWS 6-630P/5	8/28/12
6.0	Normal Line / Spot	09/05/12-09/07/12	4	:30	5:59A- Channel 11 News Team				1	1	1			3	\$800.00	\$2,400.00	Pittsburgh (WPXI)	NEWS 6-7A/6	8/28/12
7.0	Normal Line / Spot	09/05/12-09/07/12	4	:30	7A- 8A (EST)				1	1	1			3	\$625.00	\$1,875.00	Pittsburgh (WPXI)	TODAY SHOW 7-8A/7	8/28/12
8.0	Normal Line / Spot	09/08/12-09/08/12	4	:30	8A- 10:30A (EST)							1		1	\$375.00	\$375.00	Pittsburgh (WPXI)	SAT NEWS 8A-1030A/9	7/26/12
9.0	Normal Line / Spot	09/09/12-09/09/12	4	:30	10A- MEET THE PRESS								1	1	\$3,600.00	\$3,600.00	Pittsburgh (WPXI)	MEET THE PRESS/10	7/26/12
10.0	Normal Line / Spot	09/09/12-09/09/12	4	:30	8A- 10A (EST)								1	1	\$375.00	\$375.00	Pittsburgh (WPXI)	SUN NEWS 8A-10A/11	7/26/12
11.0	Normal Line / Prime	09/10/12-09/10/12	4	:30	10P- 11P (EST)		1							1	\$3,000.00	\$3,000.00	Pittsburgh (WPXI)	NEW NORMAL/GO ON 10-11P/12	9/4/12

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:

WPXI-TV does not accept advertising contracts that impermissibly discriminate on the basis of race or ethnicity. This non-discrimination provision is a condition of each advertising contract with this station, whether verbal or written.



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Agency

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Product

Political - Issue (1068)

Brand

ISS/SEIU (133786)

Salesperson

Telerep/Washington DC, Washington DC (1040)

Sales Office

Telerep/Washington DC

Buyer Name

NAGELBERG, DAN

Phone/Fax

/

CPE

112/119/1438

Account Types

National/Political

Billing Type

Standard

Comments

SEIU 09/04

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07/26/12

09/07/12

Jennifer Stewart

Yes

06247909

Normal

15.00

\$6,097.50

\$34,552.50

Pittsburgh (WPXI)

By Broadcast Month

Sep. 2012

Grand Total:

37

\$40,650.00

\$40,650.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
12.0	Normal Line / Prime	09/17/12-09/17/12	4	:30	10P- Revolution 10-11P	1	1							1	\$3,000.00	\$3,000.00	Pittsburgh (WPXI)	REVOLUTION 10-11P/	7/26/12
13.0	Normal Line / Spot	09/15/12-09/15/12	4	:30	8A- 10:30A (EST)							1		1	\$375.00	\$375.00	Pittsburgh (WPXI)	SAT NEWS 8A-1030A/9	7/26/12
14.0	Normal Line / Spot	09/16/12-09/16/12	4	:30	10A- MEET THE PRESS								1	1	\$3,600.00	\$3,600.00	Pittsburgh (WPXI)	MEET THE PRESS/10	7/26/12
15.0	Normal Line / Spot	09/16/12-09/16/12	4	:30	8A- 10A (EST)								1	1	\$375.00	\$375.00	Pittsburgh (WPXI)	SUN NEWS 8A-10A/11	7/26/12
16.0	Revised Line / Spot	09/10/12-09/14/12	4	:30	10A- Ellen	2	X	X	X	X	X						Pittsburgh (WPXI)	ELLEN/14	8/23/12
16.1	Normal Line / Spot	09/12/12-09/14/12	4	:30	10A- Ellen	2			X	X	X			1	\$350.00	\$350.00	Pittsburgh (WPXI)	ELLEN/14	9/7/12
16.1.1	Closed Preempt	09/12/12															Pittsburgh (WPXI)	Marked as Did not Air/Spot	
17.0	Revised Line / Spot	09/10/12-09/14/12	4	:30	11:59A- Channel 11 News At Noon	1	X		X	X	X						Pittsburgh (WPXI)	NOON NEWS/16	8/23/12
17.1	Normal Line / Spot	09/12/12-09/14/12	4	:30	11:59A- Channel 11 News At Noon	1			X	X	X			1	\$375.00	\$375.00	Pittsburgh (WPXI)	NOON NEWS/16	9/7/12
18.0	Revised Line / Spot	09/10/12-09/14/12	4	:30	5:30P- 6P (EST)	1	X		X	X	X						Pittsburgh (WPXI)	NEWS 530-6P/17	8/23/12
18.1	Normal Line / Spot	09/12/12-09/14/12	4	:30	5:30P- 6P (EST)	1			X	X	X			1	\$800.00	\$800.00	Pittsburgh (WPXI)	NEWS 530-6P/17	9/7/12
19.0	Revised Line / Spot	09/10/12-09/14/12	4	:30	5:58P- Channel 11 News At 6pm M-F	3	X		X	X	X						Pittsburgh (WPXI)	NEWS 6-630P/18	8/23/12

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20.0	Revised Line / Spot	09/10/12-09/14/12	4	:30	5:59A- Channel 11 News 6am	3	X		X	X	X						Pittsburgh (WPXI)	NEWS 6-7A/19	8/23/12
20.1	Normal Line / Spot	09/12/12-09/14/12	4	:30	5:59A- Channel 11 News 6am				1	1	1			3	\$800.00	\$2,400.00	Pittsburgh (WPXI)	NEWS 6-7A/19	9/7/12
21.0	Revised Line / Spot	09/10/12-09/14/12	4	:30	7A- 8A (EST)	3	X		X	X	X						Pittsburgh (WPXI)	TODAY SHOW 7-8A/20	8/23/12
21.1	Normal Line / Spot	09/12/12-09/14/12	4	:30	7A- 8A (EST)				1	1	1			3	\$625.00	\$1,875.00	Pittsburgh (WPXI)	TODAY SHOW 7-8A/20	9/7/12
22.0	Revised Line / Spot	09/10/12-09/14/12	4	:30	10:59P- CHANNEL 11 NEWS AT 11P	2	X		X	X	X						Pittsburgh (WPXI)	LATE NEWS/15	8/23/12
22.1	Normal Line / Spot	09/12/12-09/14/12	4	:30	10:59P- CHANNEL 11 NEWS AT 11P	2			X	X	X			2	\$2,000.00	\$4,000.00	Pittsburgh (WPXI)	LATE NEWS/15	9/7/12

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